

Missouri Alliance to Curb Problem Gambling **2000 REPORT**

The Missouri Alliance To Curb Problem Gambling

was formed to heighten public awareness of the dangers of problem gambling and promote the availability of treatment for those who suffer from a gambling problem. The Alliance will promote responsible gambling and work to educate the public about the dangers of problem gambling. Furthermore, the Alliance will organize and promote gambling prevention and treatment alternatives for all Missouri citizens. Finally, the Alliance will promote prevention and education programs for Missouri's youth.

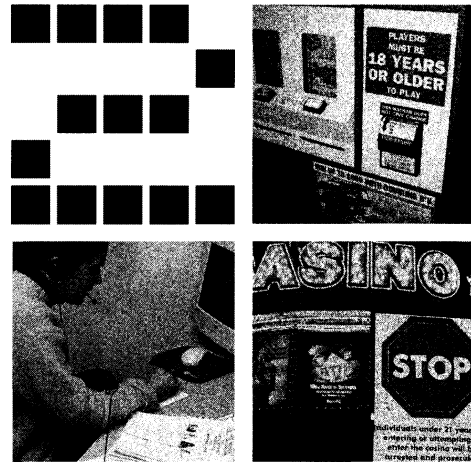
Missouri Council on Problem Gambling Concerns, Inc.

Missouri Department of Mental Health

Missouri Riverboat Gaming Association

Missouri Gaming Commission

Missouri Lottery



2000 REPORT

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Accomplishments

2000 Is A Banner Year For Problem Gambling Programs In Missouri

A leader of problem gambling initiatives and cooperation, the Missouri Alliance to Curb Problem Gambling (Alliance) continues to expand its programs to help educate Missouri residents on responsible gaming and how to find help for gambling problems.

Since its inception in December 1997, the Alliance has captured the attention of the gambling industry and mental health care providers due to its unique conglomeration and cooperation of public, private and nonprofit organizations, which represent the gaming industry, mental health providers and gaming regulators. Now entering its fourth year, the Alliance is a national leader of problem gambling initiatives and responsible gaming programs.

The year 2000 proved to be yet another banner year for the Alliance and its initiatives.

The passage of Senate Bill 902 by the Missouri General Assembly is proving to be one of the most significant steps toward the development of a comprehensive problem gambling program in Missouri. Written and supported by the Alliance members, this bill provides a mechanism for funding problem gambling treatment, education and prevention programs. More information about SB902 can be found on page 3 of this report.

In August, the Alliance sponsored its second annual Missouri Responsible Gaming Education Week, during which educational seminars were held in Kansas City and St. Louis that featured nationally renowned speakers on problem gambling.

During this year's events, the Alliance also introduced a new prevention campaign aimed at underage gambling. This campaign, which includes posters and brochures, was designed with guidance from the Missouri Department of Elementary and Secondary Education's Division of Guidance and Placement.

Additional new programs and initiatives of the Alliance and its members include:

- Creation of the "Harmless Fun?" campaign, which includes posters, brochures and billboards placed throughout the state;
- Placement of 1-888-BETSOFF help line billboards in Kansas City and St. Louis;
- Strengthening of the nationally recognized Voluntary Exclusion Program through the passage of SB902;
- Establishment of a Web site for the Alliance at www.888BETSOFF.com;
- Establishment of an Alliance speakers' bureau; and
- Creation of an educational exhibit for participation in various related conferences and meetings.

Alliance Continues To Make Strides In Educating Missourians

Three years old and growing stronger, the Missouri Alliance to Curb Problem Gambling continues to make great strides in educating Missouri residents about problem gambling issues and how to gamble responsibly.

While the vast majority of the people who gamble in Missouri do so responsibly and do not experience personal problems or adverse

consequences, .6 to 1.5 percent of the people who do gamble experience personal, financial and social difficulties that can be devastating to individuals and their families.

The Alliance was created in December 1997 to address the need for public education, prevention, intervention and treatment for problem gamblers and their families. It is a unique conglomerate of public, private and nonprofit organizations that recognize the need to address the social problems and costs that are created when some individuals have problems handling the product or service that the state and gaming industry provide.

The Alliance members, who represent the gaming industry, problem gambling treatment



(l to r) Jim Scroggins, Missouri Lottery; Mel Fisher, Missouri Gaming Commission; Jeanne Galliher, Missouri Department of Mental Health; Jim Whitley, Missouri Council on Problem Gambling; Vern Jennings and Willie Taylor, Missouri Riverboat Gaming Association.

providers and regulators, believe it is a shared responsibility to provide responsible gaming education and problem gambling services.

Membership in the Alliance includes three state agencies: the Missouri Lottery, the Missouri Gaming Commission and the Missouri Department of Mental Health. Two nonprofit corporations also are members of the Alliance: Missouri Riverboat Gaming Association Inc. and the Missouri Council on Problem Gambling Concerns, Inc.

Alliance Goals

Creation of a comprehensive problem gambling program based on cooperation of and combining efforts from the Alliance's governing and participating membership is the goal of the organization.

Through education, awareness and treatment programs, the Alliance hopes to achieve:

- Increased knowledge among Missouri residents about where and how to get help for a gambling problem and awareness of the toll-free help line 1-888-BETSOFF;



- Increased public understanding of the nature and prevalence of problem gambling;
- Improved understanding of problem gambling issues in the context of current public policy as it is formulated by the Legislature and other policy-making bodies;
- Expanded access to treatment statewide; and
- Increased understanding that problem gamblers can be helped with effective treatment programs.

Alliance Components

1. A toll-free number – 1-888-BETSOFF – is answered immediately by a live counselor trained in crisis intervention and referral. The phone number is publicized throughout the state as a single point for problem gambling calls, referral to treatment services or information related to compulsive gambling problems.
2. Public education posters and pamphlets are distributed to lottery retailers, mental health counseling centers, riverboat casino locations, schools and other interested agencies and organizations. The posters provide a toll-free telephone number for problem gamblers, their family members or other concerned individuals to call for information or help. The pamphlets describe the symptoms of a gambling problem, the availability of free treatment and the toll-free telephone number.
3. A statewide media campaign of television and radio public service announcements, along with billboards located throughout the state, is used to better inform the public of the dangers of problem gambling and where individuals can find help.
4. The development and distribution of public awareness and training programs for gaming and lottery employees, mental health counselors and other professional groups.
5. There also is a coordinated effort to attain sufficient funding levels to provide appropriate education, prevention and treatment services throughout the state.

Second Annual Missouri Responsible Gaming Education Week Is Big Success

Bigger and better than ever, Missouri's second annual Responsible Gaming Education Week featured two seminars – one each in Kansas City and St. Louis – two noted speakers, participation in a national forum and the introduction of a new youth gambling prevention campaign.

Missouri Responsible Gaming Education Week provides the Alliance an opportunity to highlight its efforts in educating Missourians about problem gambling and raise awareness for the toll-free problem gambling help line and the availability of free treatment. Originally established by the American Gaming Association, Responsible Gaming Education Week is now an integral part of the Alliance's awareness program. In 1999, Missouri became the first state in the nation to recognize the week on a statewide basis.

For the second year in a row, Gov. Mel Carnahan declared the week Missouri Responsible Gaming Education Week. In addition, cities throughout the state issued proclamations recognizing the week.

Carl Braunlich, associate professor at Purdue University and an author and researcher, was the key presenter at the Alliance's event at St. Louis Community College at Forest Park. Roger Svendsen, an author and a senior staff member of the Minnesota Institute of Public Health, was featured at the event at the University of Missouri-Kansas City.

In addition to the keynote speakers, the events also featured a nation-wide live satellite broadcast and simultaneous Web cast panel discussion titled, "Responsible Gaming: Keeping It Fun." The panel discussion, which was sponsored by the American Gaming Association, featured three nationally known problem gambling experts: Howard Shaffer of the Harvard Medical

School Division on Addictions, Carol O'Hare of the Nevada Council on Problem Gambling, and Punam Mathur, a gaming industry representative from MGM Mirage. Veteran journalist Sander Vanocur served as moderator.

The broadcast provided opportunities for viewers to ask the panelists questions via telephone and fax.

Missouri Lottery representatives also introduced a new youth gambling prevention campaign created for the Alliance. Information about the campaign, which includes posters and brochures, can be found on page 4 of this report.

About 100 gaming industry representatives, Alliance representatives, certified compulsive gambling counselors, school counselors, the media and members of the



Professor Carl Braunlich of Purdue University addresses the audience at the St. Louis event.

general public attended each of the Missouri events.

Throughout the week, riverboat casino properties sponsored training and other awareness events for their employees, and the Missouri Gaming Commission provided training on the Disassociated Persons Program to riverboat casino employees. In addition, the Missouri Department of Mental Health and the Missouri Lottery sponsored special employee awareness events and increased problem gambling awareness at counseling provider sites, retail locations, in various publications, through television and radio public service announcements and outdoor billboards.

The next Missouri Responsible Gaming Education Week is scheduled Aug. 6-11, 2001. Information regarding the week's activities will be available on the Alliance's Web site at: www.888BETSOFF.com

Problem Gambling Programs Take Giant Leap With New Legislation

Missouri is being recognized throughout the world as an innovative leader in addressing problem gambling issues. However, the glaring weakness in the Missouri program has been the lack of a consistent allocation of state funding for problem gambling.

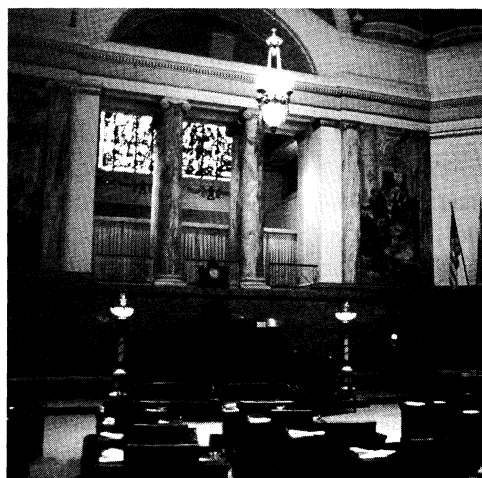
The Alliance addressed this weakness and made yet another stride forward in advancing its key goal of creating a comprehensive problem gambling program with its support of Senate Bill 902, which was passed during the 90th General Assembly. This bill was signed by Gov. Mel Carnahan on June 27, 2000, and became effective August 28, 2000. It contains a number of critical provisions that 1) aid in the fight to deter both problem and underage gambling; 2) give those individuals suffering from a gambling disorder, as well as their family members, the help that they need; and 3) expand education, prevention and outreach efforts and opportunities. Senate Bill 902 enjoyed the support of the Missouri Council on Problem Gambling Concerns, Missouri Riverboat Gaming Association (MRGA), Missouri Lottery, Missouri Gaming Commission (MGC), Missouri Department of Mental Health and most of the communities that host casinos.

SB902 addressed the lack of state funding for problem gambling programs by providing a mechanism for funding problem gambling treatment, education and prevention programs. Sections 313.820 and 313.835 of the bill allow up to one cent of the state's portion of the admission fee to be utilized for problem gambling education, treatment and prevention programs. The money is not dedicated and must be appropriated each year. Until the passage of SB902, many of Missouri's nationally recognized problem gambling programs had been funded by voluntary contributions from the home dock communities.

It is important to bear in mind that SB902 was not a request for

dedicated funding. To ensure the best possible allocation of the funding, problem gambling advocates must appear each year to justify their ongoing and proposed programs in order to obtain appropriations for their problem gambling efforts. Unutilized funding for the annum will be transferred to early childhood education.

Finally, the bill makes it a misdemeanor for persons under age 21 to enter an excursion gambling boat or attempt to make a wager. MGC and MRGA stressed the need for real penalties for minors who attempt to access the casino. Section 313.830 makes it a misdemeanor for a minor to



access or attempt to access a casino or to assist a minor in doing so. It is a class B misdemeanor for the first offense and a class A misdemeanor for the second and subsequent offenses. The same penalties apply to a person who presents false identification to a licensee or gaming agent.

Until the passage of SB902, Missouri law imposed no penalty on minors accessing casinos unless he/she uses false identification. Current research indicates that youth are at the greatest risk of becoming problem gamblers. Thus the inclusion of this language provides a necessary deterrent to underage gambling. These provisions become particularly important when one considers that a casino could open in Boonville next year that would have close proximity to a number of college and university campuses.

Senate Bill 902 expands the use of the compulsive gambling fund

so that it can be used for prevention and education programs in addition to treatment. Other provisions restrict child care programs offered to casino patrons to only those facilities licensed by the Missouri Department of Health, have a minimum of 8,000 square feet and are not open after 11 p.m. on school nights and 1:00 a.m. on other days.

The enactment of this bill constitutes a major step forward in continuing to ensure Missouri's proactive and innovative approach to the complex issues involved in addressing problem gambling.

Alliance Creates Youth Gambling Prevention Program

During Missouri's Responsible Gambling Education Week in August, the Missouri Alliance to Curb Problem Gambling kicked off a youth gambling prevention campaign to help educate youth, parents, school counselors and officials and the general public about the dangers of gambling at a young age.

Problem gambling is not restricted to adults. According to the National Gambling Impact Study Commission (Commission), the number of youth at-risk of becoming problem gamblers is more than

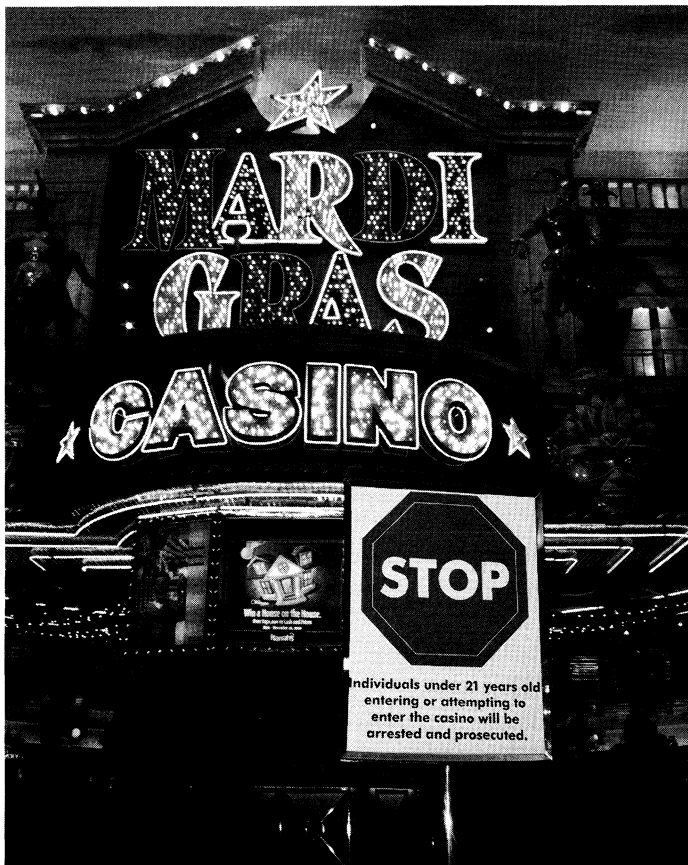
double that of adults. It also estimated that 85 percent of youth between the ages of 12 and 20 have gambled sometime during their lives. The Commission also indicated that the combined rate of adolescent problem and pathological gambling ranged from 11.3 percent to 27.7 percent.

In addition, the Commission recommended through its report submitted to the President of the United States in June 1999 that students be warned of the dangers of gambling, beginning at the elementary level and continuing through college.

The Alliance's youth gambling prevention campaign includes posters, brochures, speaker presentations, informational mailings to school counselors and attendance at educational conferences throughout the state. With guidance and assistance provided through the Division of Guidance and Placement at the Missouri Department of Elementary & Secondary Education, this campaign was designed to be the initial step in creating a comprehensive awareness program to prevent gambling among youth in Missouri.

The prevention awareness program also includes programs conducted through the individual members of the Alliance.

Each year, the Missouri Riverboat Gaming Association (MRGA) awards college scholarships to high school students whose poster, essay or video presentation best conveys a message



Signs at the entrance to the Mardi Gras Casino inside Harrah's Riverport Casino Center in St. Louis clearly state their underage zero-tolerance policy.

detering underage gambling. In 2000, MRGA awarded seven such scholarships. The goal of the Project 21 Scholarship Program is for youth to educate their peers that gambling is an adult activity and persons under the age of 21 are not allowed to gamble at a riverboat casino.

MRGA members also are diligent in checking for underage persons who may attempt to enter riverboat casinos. During calendar year 2000,



about 1.5 million identifications were checked by casino personnel. During the same period, Missouri casinos hosted more than 24 million patrons and 14,000 persons were refused entry. This was accomplished through an aggressive age identification policy, which verified the age of more than 6 percent of all visitors to Missouri casinos.

Additionally, all casinos have an established protocol regarding the issue of unattended minors on-site. Missouri casinos have a no-tolerance policy for unattended minors in unsupervised areas of the casino property.

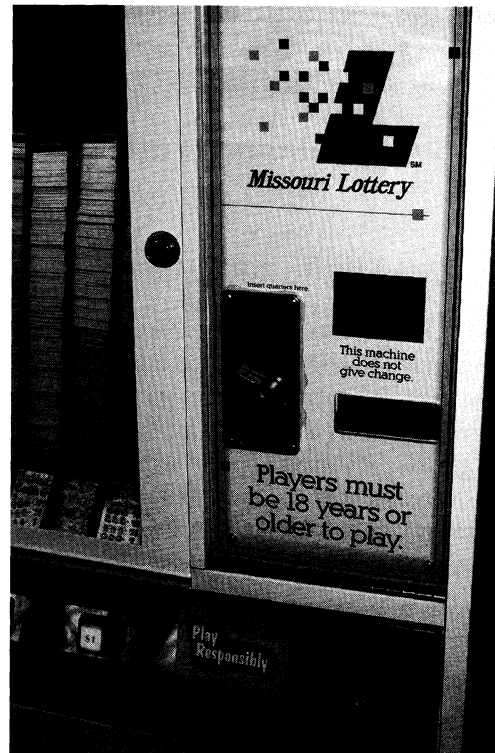
The Missouri Lottery also works to keep its retailers aware of



Internal programs remind riverboat casino employees of MRGA's underage policy.

underage persons who may attempt to purchase lottery tickets. The Missouri Lottery encourages its retailers to ask for identification when they are in doubt of a customer's age.

Both MRGA and Missouri Lottery utilize sign programs to remind their personnel and the public about the legalized ages to gamble.



Missouri Lottery ticket vending machines are clearly labeled with reminders of the legal age to play lottery games.

Memberships Expand Alliance And Provide Additional Input

Membership in the Missouri Alliance to Curb Problem Gambling continues to grow through the Alliance's Participating Membership program.

The membership, which is free, is open to any individual or organization who has an interest in helping to heighten public awareness of the dangers of problem gambling and promoting the availability of treatment in Missouri.

Participating members are kept informed about Alliance activities

and events. They also are invited to attend Alliance meetings and are encouraged to provide input to help the Alliance further its goals.

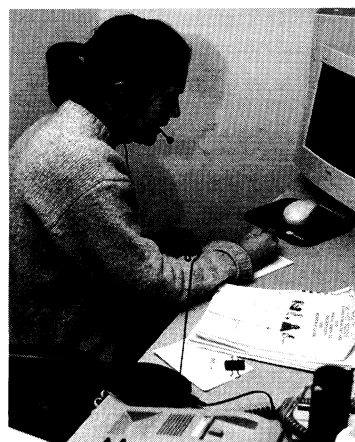
The participating membership application can be found on the Alliance's Web site at: www.888BETSOFF.com or by writing to the MACPG at PO Box 104591, Jefferson City, MO 65110.

Toll - Free Help Line Awareness Increases Its Effectiveness

An increased awareness of Missouri's problem gambling help line is credited with the increase of calls to the toll-free number in calendar year 2000. Calls to 1-888-BETSOFF (1-888-238-7633) problem gambling help line increased by 68 percent in 2000 over the previous year. The help line 1-888-BETSOFF, a statewide telephone help line and referral service for problem gambling, received 1,738 calls from individuals seeking assistance or information about problem gambling.

"The Alliance has made a concerted effort to publicize the help line number through billboards, on the back of gaming tickets, brochures, posters and TV and radio ads," said Eren Taylor, director of the compulsive gambling help line. "Calling the help line is the first step toward recovery so it's imperative that the help line number be easy to find."

The help line is answered by a live operator 24-hours a day and provides immediate crisis response and referral to the statewide network of outpatient gambling clinics and certified compulsive gambling counselors.



The 1-888-BETSOFF phone line is managed by Life Crisis Services of St. Louis, a professional counseling and referral agency with more than 30 years of experience in crisis intervention. The Missouri Riverboat Gaming Association funds the help line service provided by Life Crisis.

"Callers to the help line can be in any form of crisis, and our crisis volunteers are trained to provide the assistance the caller needs," Taylor said. "Some callers are just needing information about problem

CALLERS BY COUNTY / STATE

Boone – 18	Platte – 19
Buchanan – 26	St. Charles – 150
Clay – 61	St. Louis – 415
Greene – 28	Other Missouri counties – 99
Jackson – 440	Illinois – 11
Jefferson – 52	Kansas – 57

gambling, while other callers are in need of more immediate help for themselves or a loved one."

Taylor said all callers to the help line remain anonymous. She also said callers seeking

CALLS PER MONTH BY CALENDAR YEAR

	1999	2000
January	64	112
February	95	108
March	102	126
April	71	115
May	92	103
June	91	150
July	89	169
August	148	161
September	69	144
October	68	167
November	90	191
December	55	192
	1,034	1,738

intervention are asked several questions to help the phone representatives assess the caller's needs and proximity to assistance and to track the demographics of problem gamblers. Taylor said all callers are told about the free counseling provided through the Missouri Department of Mental Health. Other referrals given include: Gambler's

Anonymous, Consumer Credit Counseling and the Missouri Gaming Commission's Voluntary Exclusion Program.

New Speakers Bureau Enhances Public Awareness Of Problem Gambling

A speakers bureau was created by the Alliance in 2000 to help better educate Missourians about problem gambling.

Speakers, who are representatives of the Alliance, made several presentations to various groups in 2000. The Alliance provides speakers for groups and organizations throughout the state on topics

ranging from the prevention of youth gambling to the warning signs of problem gambling. For more information about the speakers bureau or to arrange a presentation, please call (573) 526-7467.

All presentations are free of charge.

Alliance Web Site Provides Link To Resources And Information

www.888betsoff.com is an Internet site dedicated to helping compulsive gamblers and their families find the help they need to overcome a compulsive gambling addiction. The site includes information about the Missouri Alliance to Curb Problem Gambling, along with an informational video, youth gambling information, a self-help quiz for problem gamblers and their family members, links to related Internet sites and a story about a compulsive Missouri gambler and her struggle to overcome the addiction.

The site became active in March 2000, and since then, it has become essential in helping the Alliance to publicize events and direct problem gamblers to the help they need.

Additional helpful links include:

Missouri Alliance to Curb Problem Gambling
www.888BETSOFF.com

National Council on Problem Gambling
www.ncpgambling.org

National Institute of Mental Health
www.nimh.nih.gov/

Gamblers Anonymous
www.gamblersanonymous.org

Missouri Gaming Commission
www.mgc.state.mo.us

Gam-anon
www.gam-anon.org

National Council for Responsible Gaming
www.ncrg.org

Missouri Riverboat Gaming Association
www.mrga.org

Missouri Department of Mental Health
www.modmh.state.mo.us/ada/facts/gambling.htm



Common Questions About Problem Gambling, Treatment

What is the difference between problem gambling and compulsive gambling?

Compulsive gambling is a progressive addiction characterized by an increasing preoccupation with gambling, a need to bet more money more frequently, restlessness or irritability when attempting to stop, "chasing" losses and loss of control manifested by continuation of the gambling behavior in spite of mounting, serious negative consequences. Often referred to as pathological gambling and less frequently as disordered gambling. It is considered by most to be an impulse control disorder. It is not synonymous with problem gambling.

Problem Gambling is gambling behavior that causes difficulty for the individual but does not meet the standards for pathological gambling. Sometimes referred to as "at-risk," "in-transition" or "potential pathological" gambling, though it is not known at what rate problem gamblers become pathological gamblers.

Are there a lot of people who have a compulsive gambling disorder?

It is estimated that approximately .6 to 1.5 percent of the adult population have the psychiatric condition known as compulsive gambling. Although the number of individuals is not high, the truly serious nature of problem gambling merits programs of public education, prevention, intervention and treatment.

Does anyone who gambles have a gambling problem?

It is estimated that more than 86 percent of American adults have gambled in their lifetime. At least 95 percent of those people, who purchase lottery tickets, visit riverboat casinos or bingo parlors understand the costs and risks of participating in these games of chance. Up to 5 percent of these individuals experience personal, financial and social difficulties due to a gambling problem.

Can children or teens become addicted to gambling?

The National Research Council estimates that as many as 1.1 million adolescents between the ages of 12 and 18 are pathological gamblers, which is a much higher percentage than adults. In a study conducted by the National Opinion Research Center, adolescent problem and pathological gambling was found to be the same rate as adults, but the at-risk rate was double the adult rate.

How prevalent is gambling among adolescents?

Some 85 percent of youths between 12 and 20 have gambled some time during their lives. Between 2.9 and 5 percent of those youth have a gambling problem. Risk factors associated with youth involvement in gambling are similar to drug-abuse risk factors. The National Gambling Impact Study Commission reported that past-year pathological or problem gambling is almost identical to monthly alcohol use among teens.

Can compulsive gamblers be helped?

Yes. Studies have shown that treatment is effective in a great many cases. A wide range of programs exists, ranging from Gamblers Anonymous to inpatient treatment centers. There is no one program that is right for all people. If a treatment program hasn't worked for a particular individual, a different program may well succeed. To find out information about treatment programs available in Missouri, call the toll-free help line 1-888-BETSOFF (1-888-238-7633).

Who becomes a compulsive gambler?

Compulsive gamblers can be male, female, young, middle-aged, old, wealthy, poor, white or people of color. Recently, the National Opinion Research Center of the University of Chicago study completed the first-ever national survey on problem gambling prevalence. The study found that young adults, ethnic minorities and people with little education were slightly more likely to have serious gambling problems, but the differences were not very large.

Member Roles

Missouri Department of Mental Health Offers Free Counseling



Free counseling treatment for problem gamblers and their families is an essential element of the Alliance's programs. Offered through the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse, this free treatment is provided by certified compulsive gambling counselors at a number of outpatient clinics located throughout the state. The free treatment is also available to families of a problem gambler regardless of whether the problem gambler seeks treatment.

Initially, the Missouri's riverboat gaming law authorized the Missouri Department of Mental Health (DMH) to establish outpatient centers to treat compulsive gamblers. In 1998, the law was amended to allow these outpatient centers to provide the counseling at no cost to problem gamblers and their families.

Currently, the Division of Alcohol and Drug Abuse utilizes program providers from its existing network of treatment facilities. Staff at these facilities with expertise in serving clients with substance abuse problems receives the gambling-addiction training and certification.

Agencies providing problem gambling counseling must employ a certified compulsive gambling counselor who has received the state-approved training.

The providers are reimbursed for their services through the program office in Jefferson City. All services must be prior authorized and the maximum reimbursement rates are pre-set. A primary reviewer conducts a clinical review process for authorizing requests.

To receive free help, the gambling client or family member must be a resident of Missouri. In calendar year 2000, 155 individuals received counseling services through DMH's compulsive gambling treatment program.

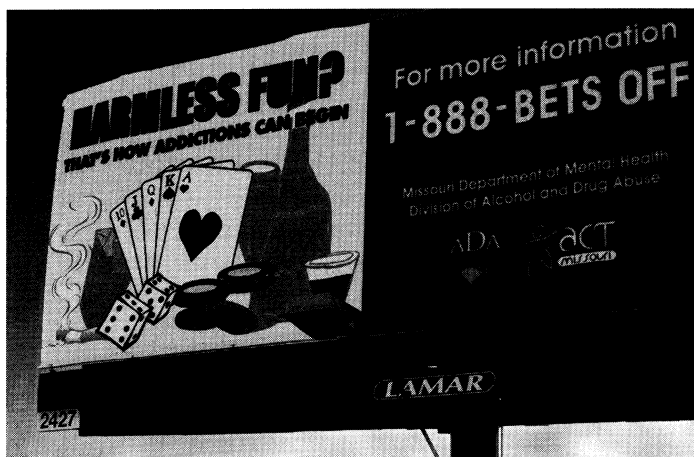
The certified compulsive gambling counselors individualize services through individual and group counseling and family therapy.

Currently, there are 23 agencies throughout Missouri that have contracted with the Division of Alcohol and Drug Abuse to provide free outpatient counseling to compulsive gamblers and their families. These agencies are located in: Clinton, Columbia, Farmington, Festus, Hayti, Hannibal, Independence, Joplin, Kansas City, Kennett, Kirksville, Maryville, St. Charles, St. Louis, St. Louis County, St. Peters, Salem, Springfield and Troy.

In conjunction with the treatment program, DMH administers a compulsive gambling counselor-certification system. Candidates for certification must successfully complete an ADA-approved, 60-hour training course on problem gambling and its impact, effective treatment strategies and the importance of education and prevention. To remain certified, the counselors must meet specific renewal requirements every two years, including obtaining continuing-education credits specifically related to problem gambling issues. ADA both offers and co-sponsors compulsive gambling-related training and notifies counselors of other training that meets credential renewal requirements.

ADA developed a list of questions based on the diagnostic criteria in the Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition to help determine if someone has a serious problem with gambling. The list is reproduced in the pamphlets produced by the Missouri Lottery and distributed to casino employees and patrons, mental health centers, and lottery customers and retailers.

In May 2000, ADA used block grant funds to purchase materials and services for a "Harmless Fun?" awareness campaign developed by Mental Health's Office of Public Affairs. The campaign's message is "Harmless Fun? That's How Addictions Can Begin" and highlights tobacco, alcohol and gambling as areas that may start as harmless activities that may lead to addictions. Through



The "Harmless Fun?" campaign draws attention to activities that can potentially become addictive.

ACT Missouri, a Division provider of prevention services, Learfield Communications of Jefferson City was contracted to promote the campaign.

Learfield placed paid public service announcements on 174 radio stations throughout the state. The announcements are being played more than 9.5 million times during the one-year contract period. Learfield estimates that nearly 1.3 million individuals will hear those messages. Other materials include puzzle pens with the "Harmless Fun?" message that were distributed at the Missouri State Fair in August, one-year rental of 14 billboards located throughout Missouri, and signs in bus shelters. The funds also provided for production of a television public service announcement that was sent to all television stations in the state.

ADA maintains a list of Missouri agencies that employ Certified Compulsive Gambling Counselors, including those state providers that offer the free counseling. This is made available to callers, the other members of the Missouri Alliance and to the 1-888-BETSOFF help line

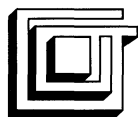
that refers callers to treatment facilities. DMH's Web page also provides information on the compulsive gambling treatment program at: <http://modmh.state.mo.us/ada/facts/gambling.htm>

In addition to being a founding member of the Missouri Alliance, the Division of Alcohol and Drug Abuse is a member of the National Council on Problem Gambling Inc. and a charter member of its state affiliate, the Missouri Council on Problem Gambling Concerns Inc.

DMH also prepares the annual budget estimates for funding the treatment services, reimburses local outpatient providers for services rendered, and monitors the quality and utilization of treatment services.

Missouri Council on Problem Gambling Concerns, Inc. Focuses on Training

VISION: Missourians working to advocate a gaming neutral response to problem and compulsive gambling concerns.



Training of certified compulsive gambling counselors and the continuation of increasing awareness of problem gambling issues helped to make 2000 a successful year for the Missouri Council on Problem Gambling Concerns (Council).

During this past year the Council organized and sponsored several counselor-training sessions, and Council representatives gave presentations to various groups to help increase awareness of problem gambling issues and to promote the expansion of problem gambling programs.

Three advanced counselor-training sessions were held in 2000, and additional sessions are scheduled for 2001. These sessions held in 2000 were: "Client Retention in Treatment," presented by Tim Donaldson and Stan Bier; "The Treatment Resistant Client," presented by Jim Whiteley, Lia Nower and Chris Anderson; and "For Better or Worse MATTC," presented by Keith Spare.

The Council also provided counselor training for professionals. Full counselor certification requires eight days of training. The first two days of training were presented through the University of Kansas School of Social Welfare. A second training session in coordination with the Kansas Council on Problem Gambling was presented later in the year. Council representatives also gave numerous problem gambling awareness presentations in 2000 to organizations, schools and radio programs. Other noted presentations were made at a public meeting of the Missouri Gaming Commission and the National Council on Problem Gambling Conference in Philadelphia.

Council President Keith Spare also testified during a legislative hearing in Jefferson City in support of Senate Bill 902. Information concerning Senate Bill 902 can be found on page 3 of this report. The Council also can be credited with helping the Kansas City Port Authority move forward in using its funds that had been set aside for problem gambling.

The Missouri Council on Problem Gambling Concerns was founded

in 1995 and became an official affiliate member of the National Council on Problem Gambling in 1996. The Missouri Council is a 501 (c)(3) non-profit organization incorporated in the State of Missouri with its principal office at: 5128 Brookside Boulevard, Kansas City, Missouri 64112.

The National Council on Problem Gambling is the oldest and largest organization dedicated to addressing the issues of problem and pathological gambling. The National Council was founded in 1972 in New York and has grown today to 34 state affiliates. Its mission is to increase public awareness of problem and pathological gambling, to increase the availability of treatment for problem and pathological gamblers and their families, and to encourage research for programs for education and prevention.

The Missouri Council Board members are: Keith Spare, president; Jack Buchan, vice-president; Jim Whiteley and Willie Taylor. Ex-officio members are: Kevin Mullally, Missouri Gaming Commission; Dewey Price, Division of Alcohol and Drug Abuse; and Shelly Perez, Missouri Lottery.

Charter members also are vital to the success of the Missouri Council and its mission. The Council plans to continue to expand its charter membership in 2001. Charter members in 1999 and 2000 were: Missouri Lottery, Missouri Division of Alcohol and Drug Abuse and Missouri Gaming Commission.

Missouri Lottery Expands Awareness Programs And Adds Billboards



New permanent billboards with the 1-888-BETSOFF help line were introduced this year as a part of the Missouri Lottery's responsible gaming program and help line awareness campaign.

As a founding member of the Missouri Alliance to Curb Problem Gambling, the Missouri Lottery has expanded its awareness campaign each year since the Alliance began in 1997. In fact in fiscal year 2001, the Lottery's responsible gaming awareness budget increased by more than 58 percent over the prior year's budget.

"The Alliance's mission and goals mirror the Lottery's efforts to increase awareness of the help line and the availability of free counseling to problem gamblers and their families," said Jim Scroggins, executive director for the Lottery. "We are proud to be instrumental in the Alliance efforts to educate Missouri residents about responsible gaming and the dangers of underage gambling."

During this past year, the Lottery placed permanent billboards in Kansas City and St. Louis that publicize the 1-888-BETSOFF help line number. Other billboards in both cities will continue to carry the help line message on a rotating basis.

Also during 2000, the Missouri Lottery, with guidance and input from the Alliance members and the Missouri Department of Elementary and Secondary Education's Division of Guidance and Placement, created an awareness campaign directed toward youth. This campaign, aimed at youth between the ages of 12 and 21, includes posters and brochures.

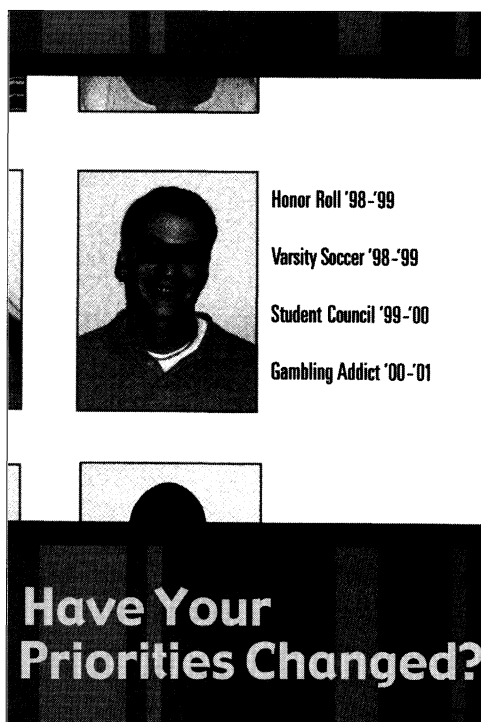
Another addition this year by the Missouri Lottery was the creation of a Web site for the Alliance. The Web site at www.888BETSOFF.com provides Internet users with information on how to seek help for gambling problems, along with information about the Alliance and its activities, frequently-asked questions, resources and links to other problem gambling sites and organizations.

The Lottery also paid radio and television stations to play the 30-second informational public service announcement during Missouri Responsible Gaming Education Week 2000 in August and at various other times during the year.

The Lottery's responsible gaming program also includes:

- Placement of stickers stating "Players must be 18 or older" are on all numbers terminals and Instant Ticket Vending Machines at retail locations;
- Printing of "Players must be 18 or older" messages on the back of Numbers Game tickets and Scratchers tickets;
- Promoting the 1-888-BETSOFF help line number through placement of posters and brochures in 5,000 retail locations;
- Printing reminders that players must be 18 or older and play responsibly messages in the Lottery's publications, including a player newsletter, a retailer publication and the Lottery's fact book;
- Attending conferences and workshops to raise awareness of problem gambling issues and the free help available to problem gamblers and their families;

- Creation of and maintaining adequate supply of public awareness posters and brochures for Alliance members;
- Created and produced an informational video for the Alliance;
- Conducts problem gambling sensitivity training for Lottery employees;



The Lottery created a new campaign for the Alliance that targeted the problem of underage gambling. Their network of retailers delivered the message to every county in the state.

- Feature the help line number and responsible gambling messages regularly on the "Lottery Minute," which is broadcast on more than 70 radio stations throughout the state;
- Feature the problem gambling help line and responsible gaming on the Lottery's game show, "Fun & Fortune;"
- Include a "Play Responsibly" message on all Lottery products;
- Development of a Code of Ethics for Lottery advertising; and
- Continued charter membership in the Missouri Council on Problem Gambling Concerns Inc. to further promote problem gambling education to anyone who gambles in Missouri.

Missouri Gaming Commission Refines Problem Gambling Programs



The Missouri Gaming Commission (MGC) administers a voluntary exclusion program for problem gamblers. This unique program, created in 1996, provides problem gamblers with a method to acknowledge that they have a gambling problem and take personal responsibility for it by agreeing to stop visiting riverboat casinos. The exclusion is for life. Research indicates that problem gambling is a lifetime condition and those who suffer from it are never "cured" but are constantly "recovering".

In order to assist the problem gambler with their self-imposed ban, the Commission requires casino operators to cease all direct-marketing efforts to people in the voluntary exclusion program. Casinos are required to block all direct mailings and other promotional enticements to people in the program. This policy ensures that people in the program do not receive invitations for free nights in the casino's hotel, free dinners, match play coupons, or other inducements to visit the casino. In addition, the Commission requires that casinos refuse to allow people in the program to cash checks or participate in player's club programs.

If a problem gambler who has requested to be excluded chooses to violate their agreement and visit a Missouri casino, upon discovery, they are arrested for trespassing. As a method of enforcing these policies, the Commission requires casinos to refer to the list of people in the program before issuing new player's club cards, cashing checks or paying out large jackpots.

The Commission uses the trespassing arrest as a way to call attention to the problem gambler's destructive behavior in the hope that it will encourage them to enter a treatment program. After receiving notice of the arrest of someone who is voluntarily excluded, the Commission sends a letter reminding them of their commitment to refrain from visiting Missouri casinos as well as the availability of free treatment. The Commission also provides them with both a listing of certified compulsive gambling counselors in their community and a Gamblers Anonymous meetings schedule in their community.

The voluntary exclusion program is not for everyone. It is not a panacea or a quick fix for problem gamblers. The vast majority of people who suffer from problem gambling need counseling or group therapy such as Gamblers Anonymous. However, the voluntary exclusion program can be an important part of an overall recovery program. Many people find that blocking the direct marketing efforts of the casinos and the consequence of being arrested for trespassing are helpful components in their ongoing recovery. Furthermore, applicants to the program can request a referral to free counseling.

The Missouri Gaming Commission employs a full-time Problem gambling programs administrator to act on behalf of problem gamblers, their families and friends. Missouri is the only state in the nation whose gaming regulatory agency staffs a full-time problem gambling advocate.

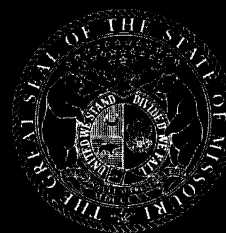
The programs administrator:

- Assists problem gamblers and their families in locating treatment and other resources;

- Oversees the Voluntary Exclusion Program of the Missouri Gaming Commission;
- Trains Missouri Gaming Commission staff and agents on issues pertaining to problem gambling and enforcing the Voluntary Exclusion Program;
- Coordinates problem gambling research efforts;
- Conducts public education and outreach efforts;
- Develops collateral materials for education and prevention efforts and assembles information on problem gambling resources throughout the state and continent.

Missouri Gaming Commission

Voluntary Exclusion Program for Problem Gamblers



3417 Knipp Drive
Jefferson City, MO 65109
(573) 526-4080

www.dps.state.mo.us/dps/mgc/index.htm

The Missouri Gaming Commission is a member of the National Council on Problem Gambling as well as being a charter member of the Missouri Council on Problem Gambling Concerns Inc.

In addition to administering the voluntary exclusion program for problem gamblers, the Commission has served as the Alliance's liaison with the home dock communities who have funded the counselor training and reimbursement program administered by the Department of Mental Health. Section 313.842, RSMo., encourages local governments that host riverboat casinos to contribute to the Compulsive Gamblers Fund. The fund has been used to provide outpatient services for compulsive gamblers and their families.

The Commission's role has been to communicate with the home

dock communities about the importance of the need to provide services for compulsive gamblers and their families.

To date, nearly all of the home dock communities have participated in the program and have contributed \$515,000 to provide counselor training and treatment services for compulsive gamblers.

Beginning July 1, 2001, funds for counselor training and treatment services will be collected from the state's portion of the admission fee to the riverboat casinos per Senate Bill 902.

Missouri Riverboat Gaming Association Bolsters New Help Line, Adds New Programs



The Missouri Riverboat Gaming Association (MRGA) funds 1-888-BETSOFF, a statewide telephone crisis line and referral service for problem gambling. The phone line provides immediate crisis response and referral to the statewide network of outpatient gambling clinics and certified compulsive gambling counselors. The phone line is managed by Life Crisis Services, a provider of quality intervention services, primarily by telephone, with emphasis on caring support for callers and treatment referrals.

The MRGA is the trade association of the commercial gaming industry in Missouri. MRGA's casino membership is: Argosy Casino in

Riverside, Casino Aztar in Caruthersville Harrah's St. Louis; Harrah's North Kansas City, Isle of Capri Casino Kansas City, President Casino on the Admiral, St. Jo Frontier Casino in St. Joseph, Ameristar Casino Kansas City, Ameristar Casino St. Charles. Each of these facilities is licensed by the Missouri Gaming Commission to conduct casino-style gambling.

MRGA member firms have specific programs designed to address responsible gaming issues at their facilities. All Missouri riverboat casino companies have an employee designated as director of responsible gaming programs.

MRGA's Responsible Gaming Program is comprised of three components:

- Operation Bet Smart, which focuses on compulsive gambling;
- Project 21, which addresses underage gambling; and
- Alcohol awareness programs to promote responsible consumption of alcohol.

The goals of these components are to create awareness inside the various casinos, get employees involved in addressing the issues, create awareness outside the casino and in the communities and provide resources for those who need help.

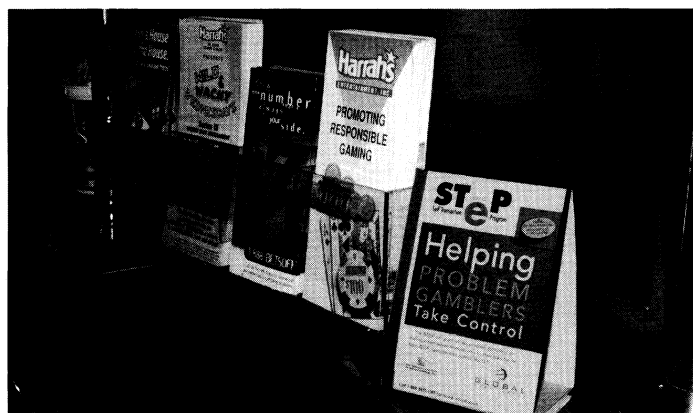
There are a variety of tools used by MRGA member firms to create awareness of responsible gaming issues. MRGA casinos display 1-888-BETSOFF on posters and pamphlets produced by



Posters and brochures placed at each ATM communicate the 1-888-BETSOFF program at MRGA casinos.

the Missouri Lottery in strategic locations throughout the property. All Missouri casinos display posters communicating key messages in high-traffic customer areas and employee back-of-house areas. These areas include casino entrances, ticket counters, cashier cages, cash access machines, and employee break rooms and time clocks. Additionally, depending on appropriateness, responsible gaming messages are communicated on boarding passes, electronic advertising, newspaper advertising, phone hold messages, hotel television (in-house channel), video wall messaging and promotional offers.

During 2000, all Missouri casinos began participation in innovative new self-exclusion programs being offered by companies that own the free-standing kiosks that are generally recognized by gaming patrons as “cash advance” machines. These programs allow guests to exclude themselves from obtaining a cash advance through the company’s cash devices. Casinos have developed programs that allow



patrons the option to prohibit the gaming company from using identifying information for marketing purposes.

All casinos provide employees with informational training on responsible gaming subjects. Missouri casino companies have a mission statement illustrating the purpose in deterring problem and underage gambling. Recognizing the importance of getting employees involved early, responsible gaming is part of orientation for all new hires. The training programs teach a wide range of responsible gaming issues, including how to identify the signs and symptoms of compulsive gambling, tips on spotting underage customers and ways to prevent intoxication in the serving of alcohol.

All casinos participate in initiatives to intervene with intoxicated guests. Each property participates in a designated driver program or arranges cab rides as needed. Several companies have extended their server-training programs to valet parking employees. As a last step for patrons who refuse intervention, local police authorities are notified. Unlike many other gaming jurisdictions, Missouri casinos do not serve free alcoholic drinks on the casino floor. Furthermore, all alcoholic beverages must be purchased with cash, which results in a transaction that assists the server in assessing the sobriety of the guest.

A variety of other methods are utilized to communicate responsible gaming issues to employees including employee newsletters, fliers and employee contests. The American Gaming Association (AGA), a national trade association of the gaming industry, publishes

the Responsible Gaming Resource Guide and PROGRESS (Promoting Responsible Gaming Resources & Education Standards) kit, which encourages the development of industry-wide programs and policies. In response, MRGA has adopted the AGA’s voluntary advertising guidelines. Materials such as the Responsible Gaming Resource Guide and the PROGRESS kit are incorporated into the training provided to all casino employees.

Additionally, AGA promotes research in disordered gambling and underage gambling through the National Center for Responsible Gaming. Several Missouri casinos provide ongoing financial support for the research by the National Center. Missouri casinos recognize that dealing with disordered and underage gambling is not only the right thing to do, it is also good business.

Finally, MRGA encourages patrons to establish their own limits and provide direction to others by developing a set of personal guidelines to determine whether, when and how much to gamble. Personal guidelines should be developed with the following precepts in mind:

1. **THE DECISION TO GAMBLE IS A PERSONAL CHOICE.**
No one should feel pressure to gamble, or feel that he or she must gamble to be “accepted.”
2. **GAMBLING IS NOT ESSENTIAL FOR HAVING A GOOD TIME.**
Gambling should not be perceived as a necessary ingredient for having fun with friends and family.
3. **WHAT CONSTITUTES AN ACCEPTABLE LOSS NEEDS TO BE ESTABLISHED BEFORE STARTING TO GAMBLE.**
Money spent on gambling should be considered an entertainment cost; people should only gamble with money they can afford to lose. Borrowing money to gamble should be discouraged.
4. **THERE ARE TIMES WHEN PEOPLE SHOULD NOT GAMBLE.**
Never gamble if you’re younger than the legal gambling age; when it interferes with your work or family responsibilities; when in recovery for addictive disorders or dependencies; when the form of gambling is illegal; when you have had too much to drink; or when attempting to make up for prior gambling losses (“chasing” losses).
5. **THERE ARE CERTAIN HIGH-RISK SITUATIONS DURING WHICH GAMBLING SHOULD BE AVOIDED.**
Avoid gambling when feeling lonely, depressed, angry or under stress; when coping with the death of a friend or family member; to solve personal, family or financial problems; or to impress others.

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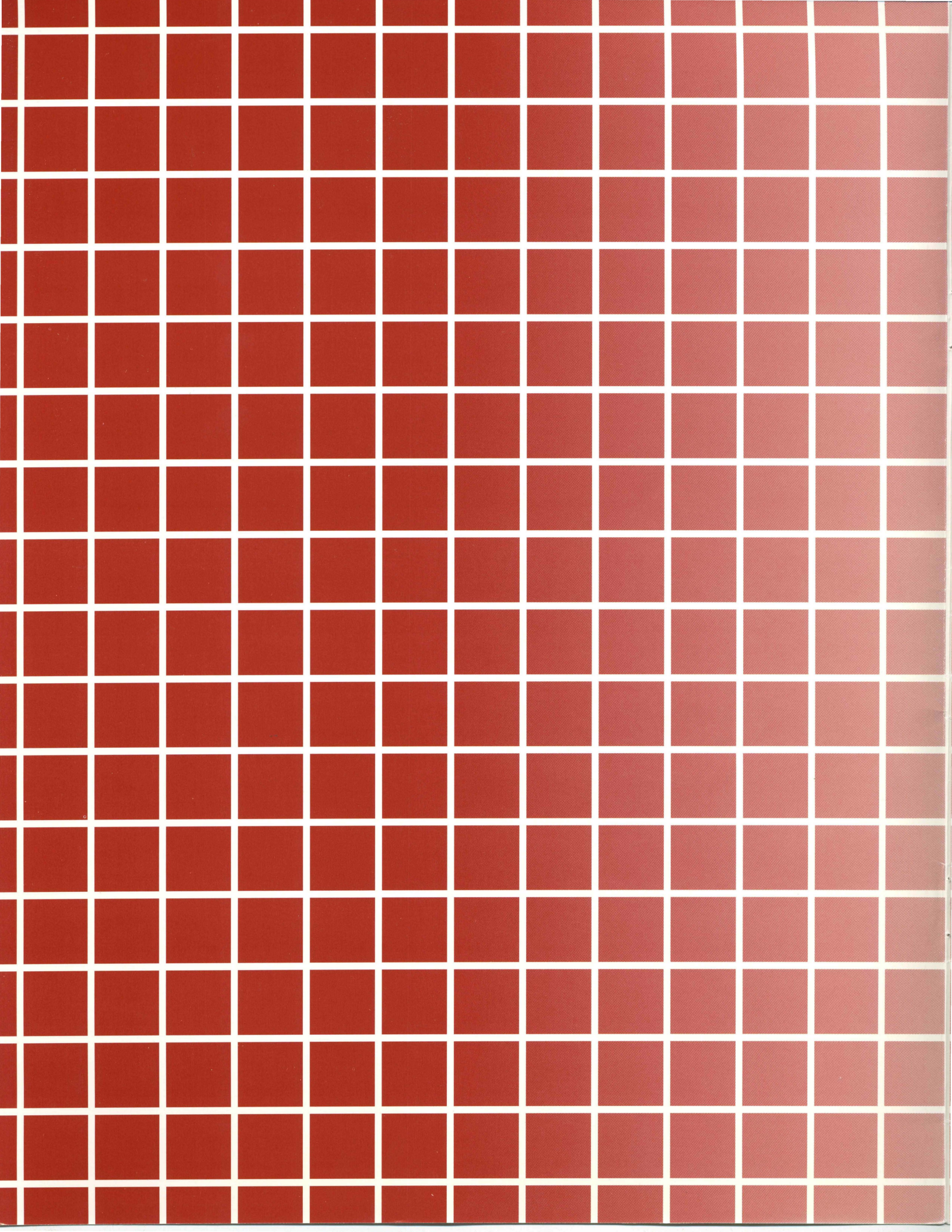
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